Walk, Roger A. BDO

From: Angel, Jan A
Sent: Wednesday, February 05, 2003 8:45 AM
To: Walk, Roger A.
Subject: RE: Action required: Departmental input for PMUSA JLI Communication Plan

Roger--
I don't have the context in front of me, but we use that term to refer to the following: In a retail market with EHCSS, such as Richmond or Osaka, we have offered existing owners of EHCSS a free "upgrade" or exchange of their existing smoking system (E-4) to the new system (JLI). That happened beginning in Sept. '02 in Richmond. A similar plan exists for K Upgrade in the future. Hope this helps. --Jan

-----Original Message-----
From: Walk, Roger A.
Sent: Tuesday, February 04, 2003 7:28 PM
To: Angel, Jan A
Subject: FW: Action required: Departmental input for PMUSA JLI Communication Plan

Jan,
Bill is out until 02/10. Can you answer my question below?

Thanks,
Roger

-----Original Message-----
From: Walk, Roger A.
Sent: Tuesday, February 04, 2003 7:27 PM
To: Griffin, William T.
Subject: RE: Action required: Departmental input for PMUSA JLI Communication Plan

Thanks, Bill, that really helps.

One more question re the milestones you listed on Jan. 31: What is meant by 'Kit upgrades'?

We are making progress!
Regards,
Roger

-----Original Message-----
From: Griffin, William T.
Sent: Tuesday, February 04, 2003 8:53 AM
To: Walk, Roger A.
Cc: Cruise, Mark R.; Angel, Jan A
Subject: RE: Action required: Departmental input for PMUSA JLI Communication Plan

- Accord Consumer Service - part of Business Development Operations - located near Glenside and I-64 in Richmond's West End. Also for BDO in general.
- The legal age in these state(s) is 18. However, the MSA (Master Settlement Agreement) requires certain communication only be with smokers 21+, thus PM (or our vendor) has to make the distinction for those talking points.
- MIP - Marketing Information and Planning (Jan Angel)
- CRC - Consumer Response Center (part of central quality assurance)
- Business Rules are used to guide the Disher group (our third party consumer service group) in their responses to inquires from adult smokers. They affect the automated talking points, business processes and the database. In general PM develops the business rules and Disher executes them per his contract.
- The fulfillment refers to those adult smokers that would like to know about the website, but do not have web access. PM/3rd party would create a printout/brochure of the information exactly as it appears on the website and mail it to those interested adult smokers. The exact execution and process for this has yet to been developed.
- Our support of WSA applies only to the development of the language. The administration will be by a 3rd

Source: https://www.industrydocuments.ucsf.edu/docs/fxdk0001

party via WSA.

-----Original Message-----
From: Walk, Roger A.
Sent: Monday, February 03, 2003 5:23 PM
To: Griffin, William T.
Cc: Cruise, Mark R.; Katzenmeyer, Thomas A.
Subject: RE: Action required: Departmental input for PMUSA JLI Communication Plan

Dear Bill,

Thank you for your immediate response and input.

Allow me a few questions for clarification so I can appropriately integrate your data into the overall communication plan draft.

- For which organizational unit did you provide the input (please use full name rather than acronym)?
- Which minimum age for adult smokers is relevant for the state(s) which is/are currently considered for a launch ?
- What do the acronyms 'MIP' and 'CRC' stand for?
- Re: 5) What do you mean by 'business rules' and 'possible fulfillment' ?
- How will the surveillance questionnaire be administered by your group to the owners of the system ?

Thanks in advance for your help.
Roger

Source: https://www.industrydocuments.ucsf.edu/docs/fxdk0001